

 REPORT

# Mobile app trends spotlight edition: LATAM 2026

App performance  
benchmarks and insights

 ADJUST



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## The methodology

### VERTICALS:

Finance/fintech, shopping/e-commerce, gaming, utilities, social

### REGIONS:

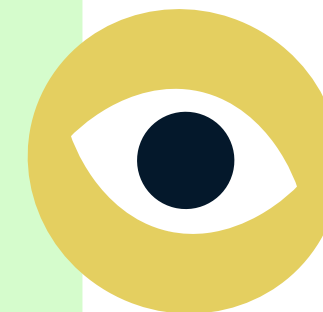
Global, LATAM

### DATASET:

A mix of Adjust’s top 5,000 apps and the total dataset of all apps tracked by Adjust. Our data comes from two sources, one including a list of 45 countries and one with approximately 250 based on the ISO 3166-1 standard. Data is based on aggregated, anonymized data from apps tracked by Adjust and may not reflect the entire global app market. Unless otherwise noted, all figures in this report come from Adjust data.

### DATA RANGE:

January 2024 - March 2026



## INTRODUCTION

# Where LATAM's app growth is heading next

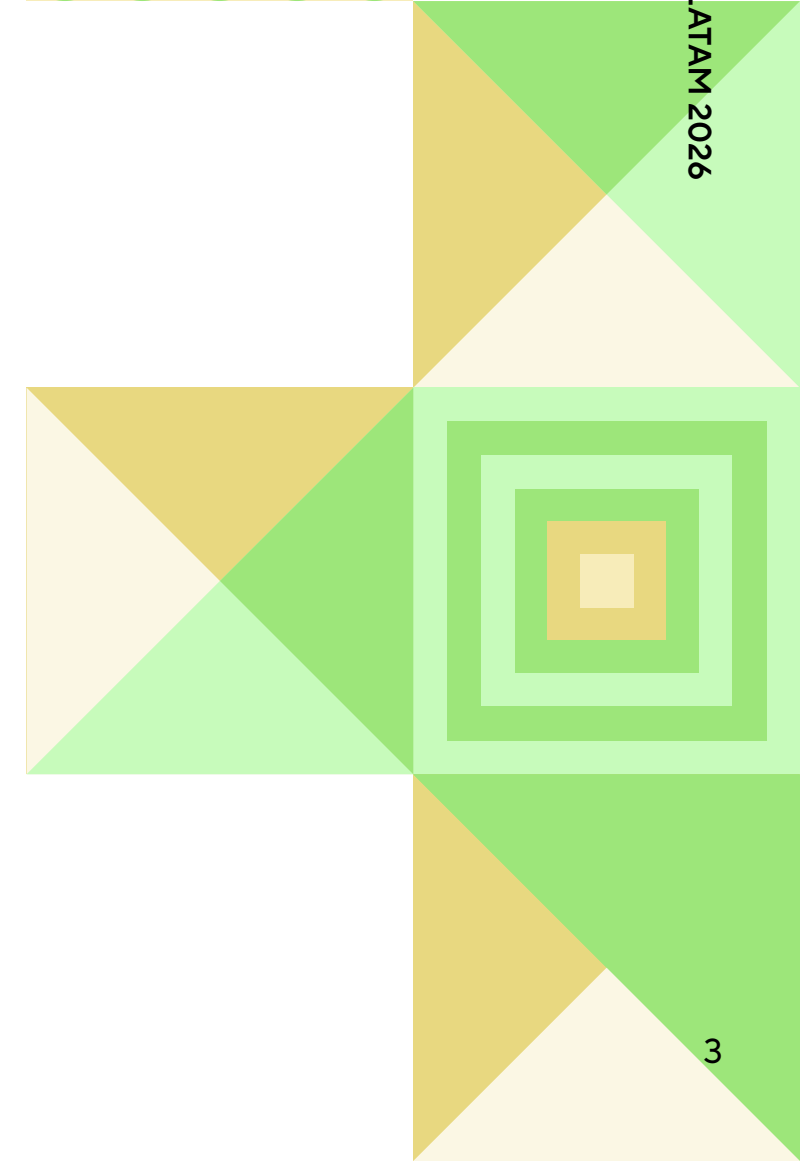
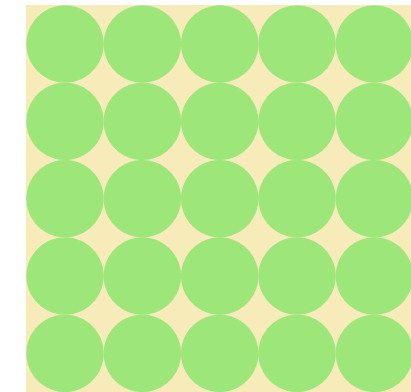
Latin America has one of the most mobile-first ecosystems in the world, leading the way in economic digitalization and generating a booming app industry. Smartphone penetration is projected to reach [93% by 2030](#), with nearly 500 million people accessing the internet via mobile devices. As a result, the app development market in LATAM is forecast to hit [\\$56.1 billion by 2034](#).

LATAM app growth aligns with global trends, with acquisition and installs showing strong increases. Brazil and Mexico are [ranked third and sixth globally for downloads](#) in 2025 and in-app purchase (IAP) revenue continues to climb, reaching \$2.5 billion and \$1.9 billion, respectively.

E-commerce and finance are major engines of app expansion in the region. E-commerce alone represents a [\\$200 billion market](#), powered by marketplace apps such as MercadoLibre, Latin America's premier commerce and fintech ecosystem spanning logistics, payments, credit, and advertising. Real-time payment systems, such as Brazil's Pix and newer efforts like Colombia's Bre-B, have made instant transactions the norm. The rise of super apps, buy-now-pay-later (BNPL) models, and on-demand services is further accelerating this market.

However, growth in LATAM is not uniform. User journeys can vary significantly across countries, and factors such as multi-device usage, and diverse acquisition channels add layers of complexity. Thus, using data effectively becomes key. Accurately measuring performance, identifying high value users, and optimizing campaigns across channels are essential for achieving growth. Marketers need unified, cross-platform, cross-device measurement to make fast decisions and boost conversions, retention, and ROI.

In our 2026 LATAM app trends spotlight report, we've analyzed installs, engagement, and retention data across key verticals and split by market. Combined benchmarks with regional context gives you the information to scale efficiently and achieve lasting success in this exciting mobile market.

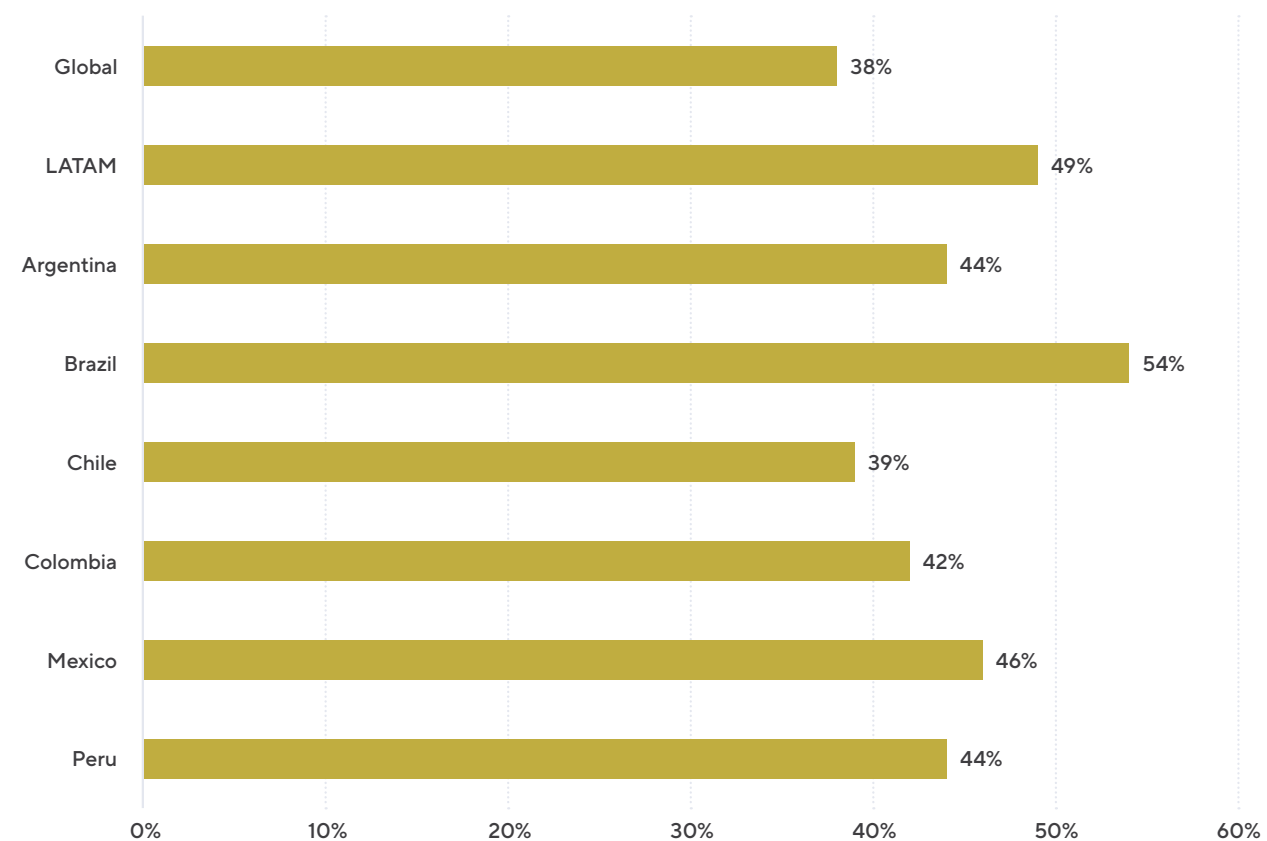


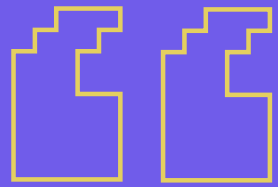
## LATAM continues to see high opt-in rates

In Q1 2026, LATAM's App Tracking Transparency (ATT) opt-in rate (among users shown the prompt on iOS) reached 49%, well above the global figure of 38%. At the country level, Brazil stood out with a rate of 54%, followed by Mexico at 46%. Argentina and Peru both recorded 44%, while Colombia reached 42%. Chile was closer to the global benchmark at 39%.

Behind these higher opt-in rates are mobile marketers who are increasingly integrating consent prompts into the user journey, experimenting with pre-permission messaging and timing to support decision-making. Privacy-centered measurement and predictive modeling remains crucial in helping teams extract more value from opted-in data.

ATT opt-in rates Q1 2026





“LATAM offers massive opportunities for app growth—the fintech and ecommerce verticals are significantly digitally evolved. However, this comes with high user expectations. To succeed, developers and marketers need to create connected experiences with tools like deep linking, and accurate data attribution to measure channel impact. The ability to develop app acquisition journeys and unify performance is what generates growth.”

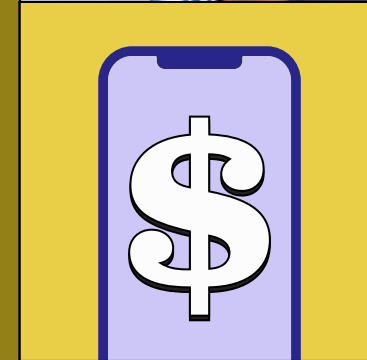
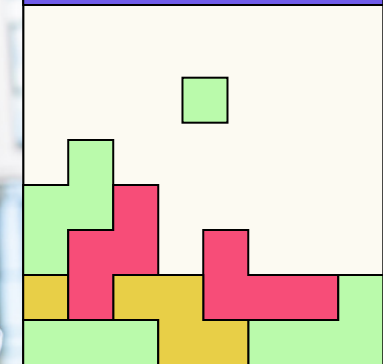
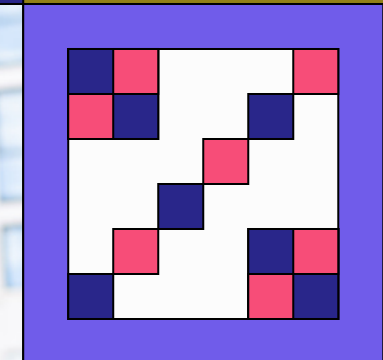
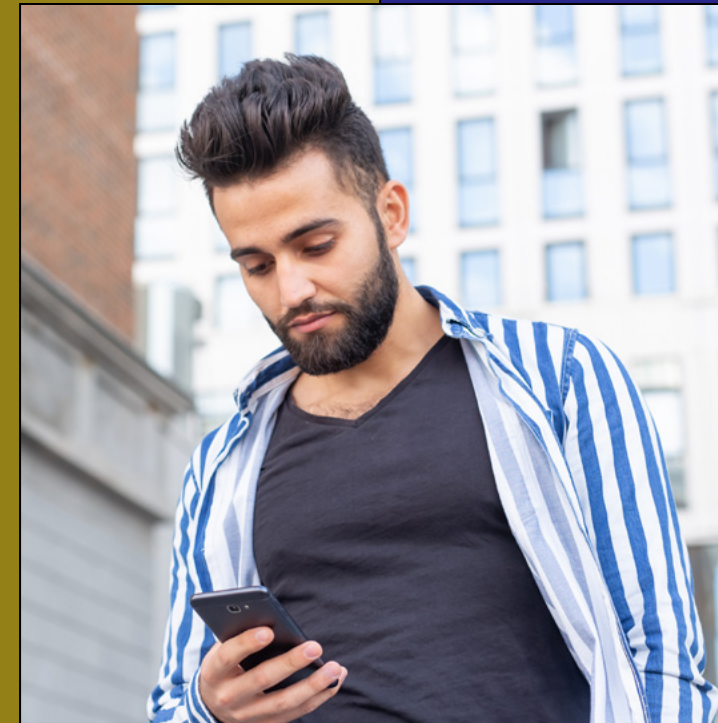
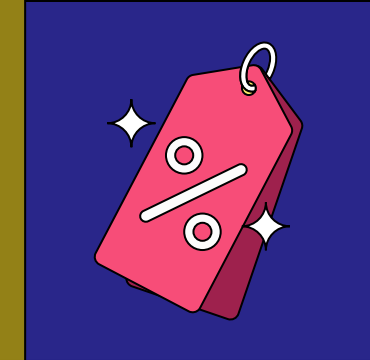
**ADJUST**



Fernando Cabral  
**Director of Growth,  
LATAM**

PART 1

# Overview of LATAM's app market

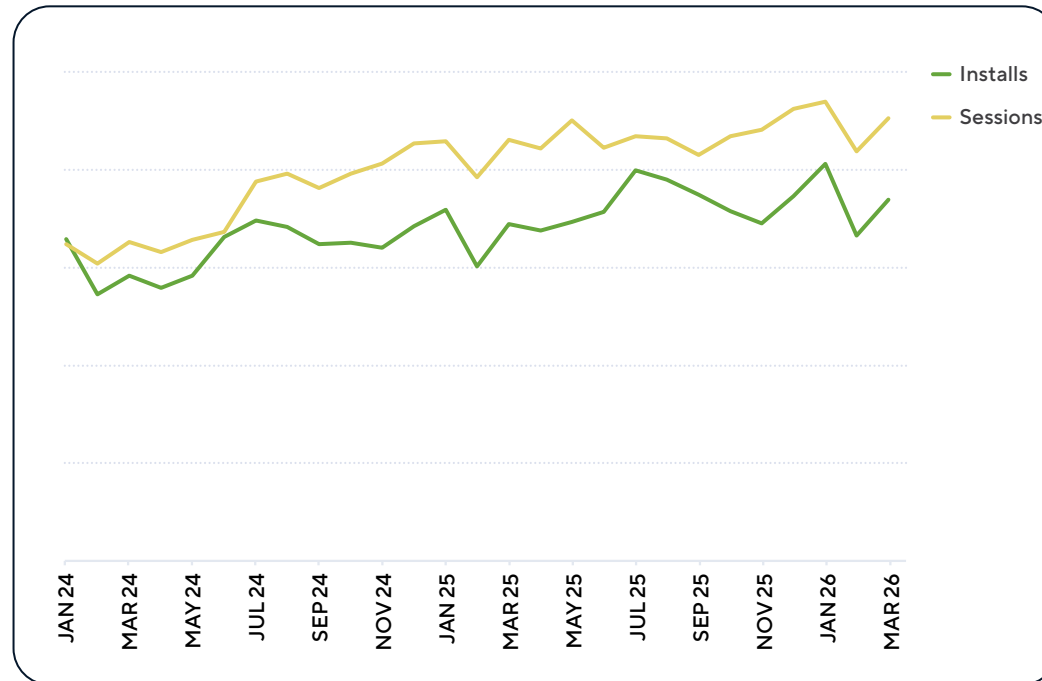


# Installs and sessions

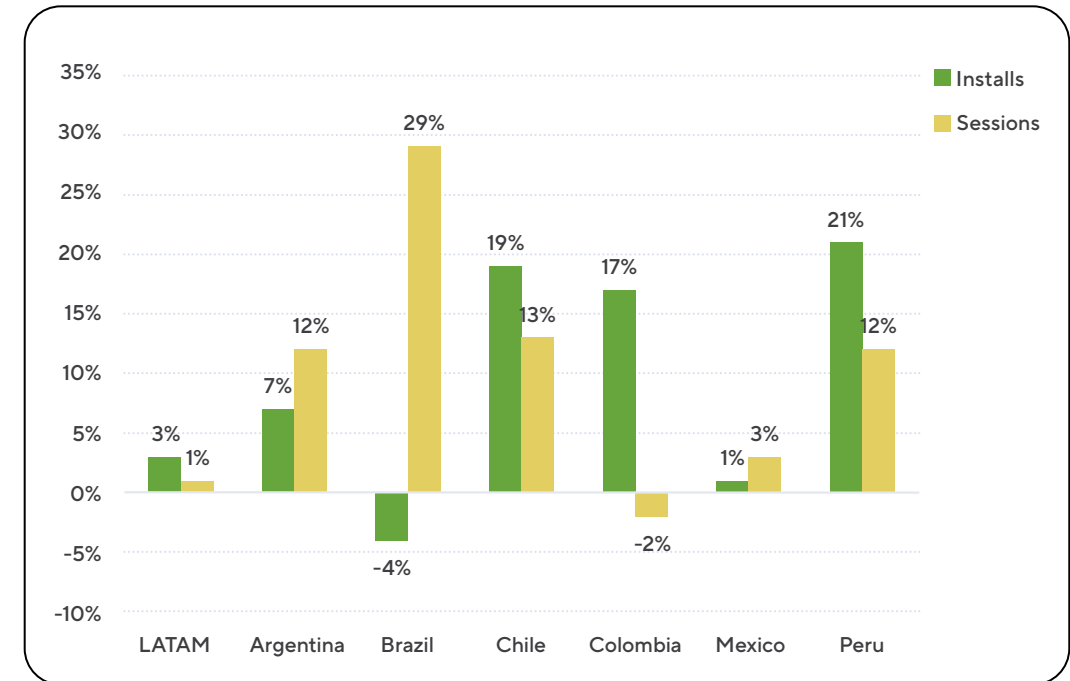
Overall, app installs and sessions in LATAM experienced strong growth from 2024 to 2025, increasing 13% and 20% year-over-year (YoY). In 2025, install growth picked up from mid-year, with installs in July reaching 12% above the yearly average. Sessions also improved toward the end of the year, reaching +8% in December. This trend carried into a particularly strong January 2026, when installs rose 13% and sessions increased 10% YoY.

In Q1 2026, app installs and sessions in LATAM recorded YoY growth of 3% and 1%, respectively. Brazil saw a significant increase in engagement, with sessions rising 29% YoY. Sessions also grew 12% in both Argentina and Peru, while Chile registered a 13% increase. Peru and Chile saw the largest growth in installs at 21% and 19%, followed by Colombia (17%) and Argentina (7%).

App install and session growth January 2024 - March 2026 (LATAM)

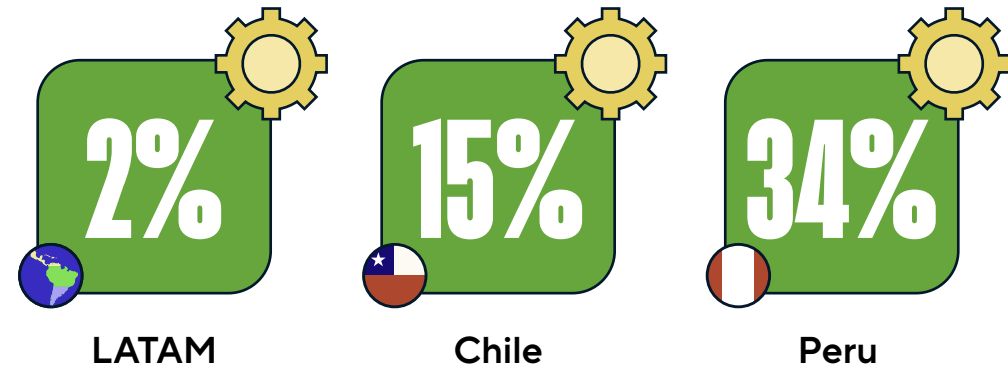


App install and session growth percentages YoY Q1 2026 vs. Q1 2025

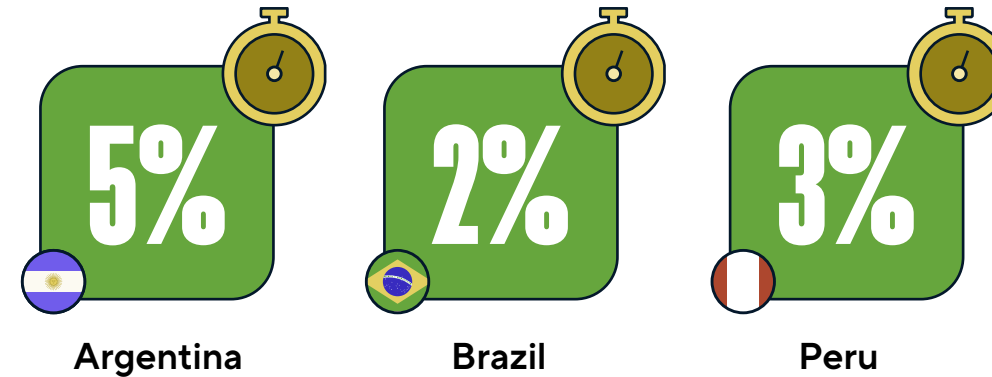


# Category callouts

Messaging app YoY growth Q1 2026 vs. Q1 2025

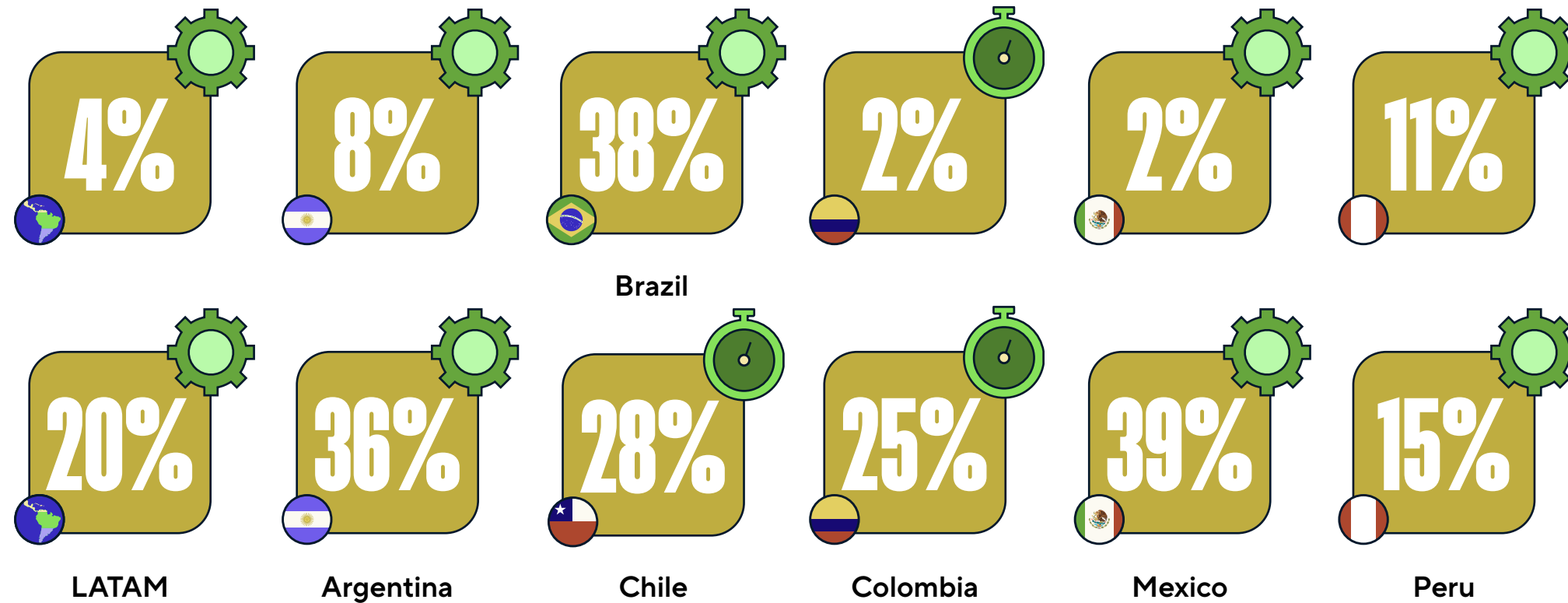


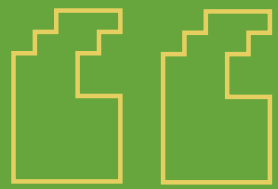
Gaming app YoY growth 2025 vs. 2024



- Installs
- Sessions

Utility app YoY growth Q1 2026 vs. Q1 2025





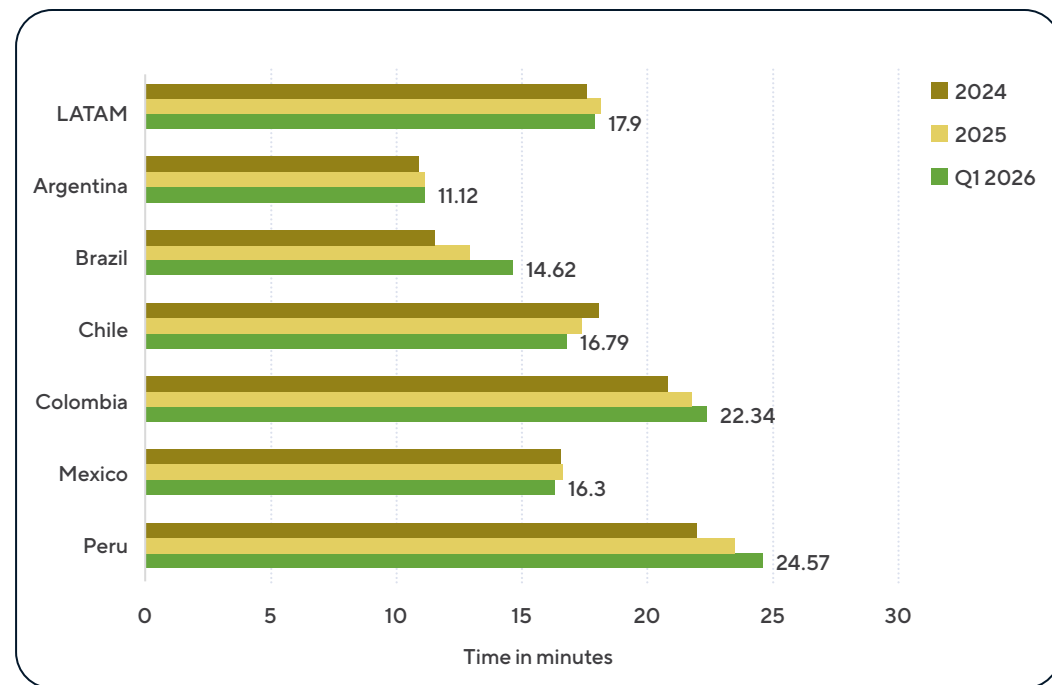
“LATAM represents a significant mobile growth opportunity, but winning in this market requires a deep understanding of audiences and the ability to act on data in real time. In a region where engagement is high and conversion paths are not linear, advertisers can move beyond last-click models and embrace full-funnel strategies to mirror real consumer behavior. Ultimately, it's this level of visibility and precision that transforms mobile investment into consistent, measurable, and scalable business outcomes.”



Bruno Lopes  
**Head of Sales**

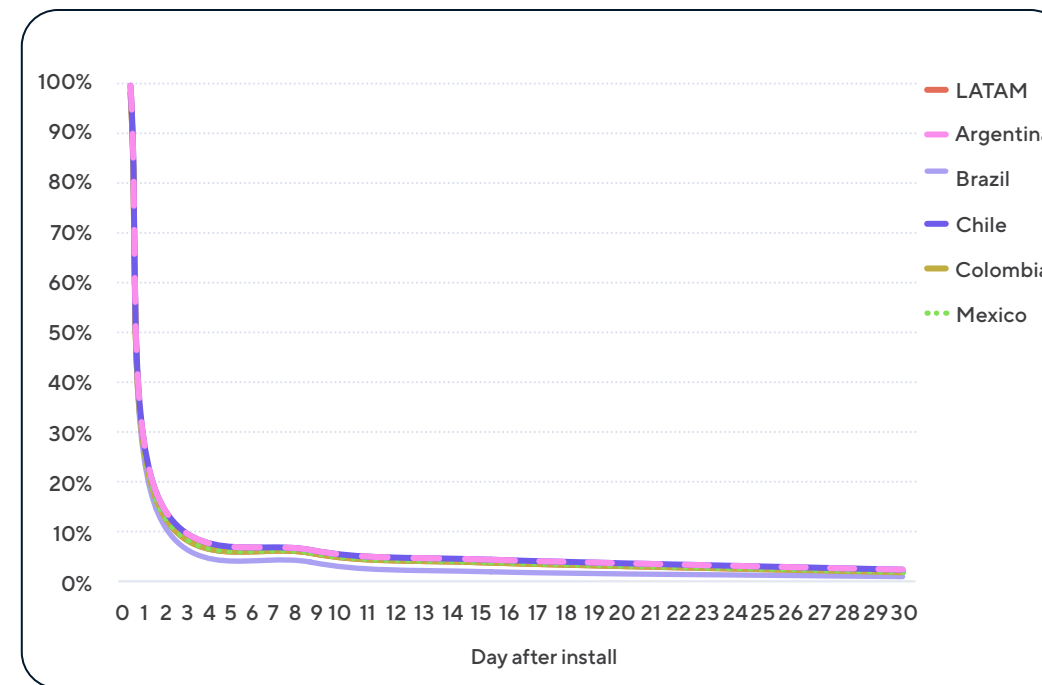
# Session lengths and retention rates

App session lengths 2024 - Q1 2026



In LATAM, app session lengths averaged 17.9 minutes in Q1 2026, compared to 18.13 minutes in 2025 and 17.6 minutes in 2024. Brazil saw notable growth, rising from 12.93 minutes in 2025 to 14.62 minutes in Q1 2026 (+13%). Peru and Colombia increased in Q1 2026 by +5% and 3% from the previous year. Mexico hovered around 16 minutes, while Argentina remained at approximately 11 minutes across all three years.

App retention rates 2025



In 2025, day 1 retention stood at 16% across the region, with Argentina and Chile a percentage point above. Retention then dropped to around 5% by day 7 across most markets, with Brazil at the lower end (4%). By day 14, rates leveled off at approximately 3% for most countries, with Brazil again at 2%, before settling at around 1% across LATAM by day 30.

CATEGORY CALLOUTS

App session length growth Q1 2026 vs. 2025

**MESSAGING**

- Argentina: 6%
- Chile: 7%


**UTILITY**






- LATAM: 5%
- Argentina: 6%
- Chile: 7%


**GAMING**







- LATAM: 3%
- Argentina: 2%
- Brazil: 6%
- Colombia: 2%
- Mexico: 2%
- Peru: 2%

# Day 1 retention rates 2025

 **Messaging**

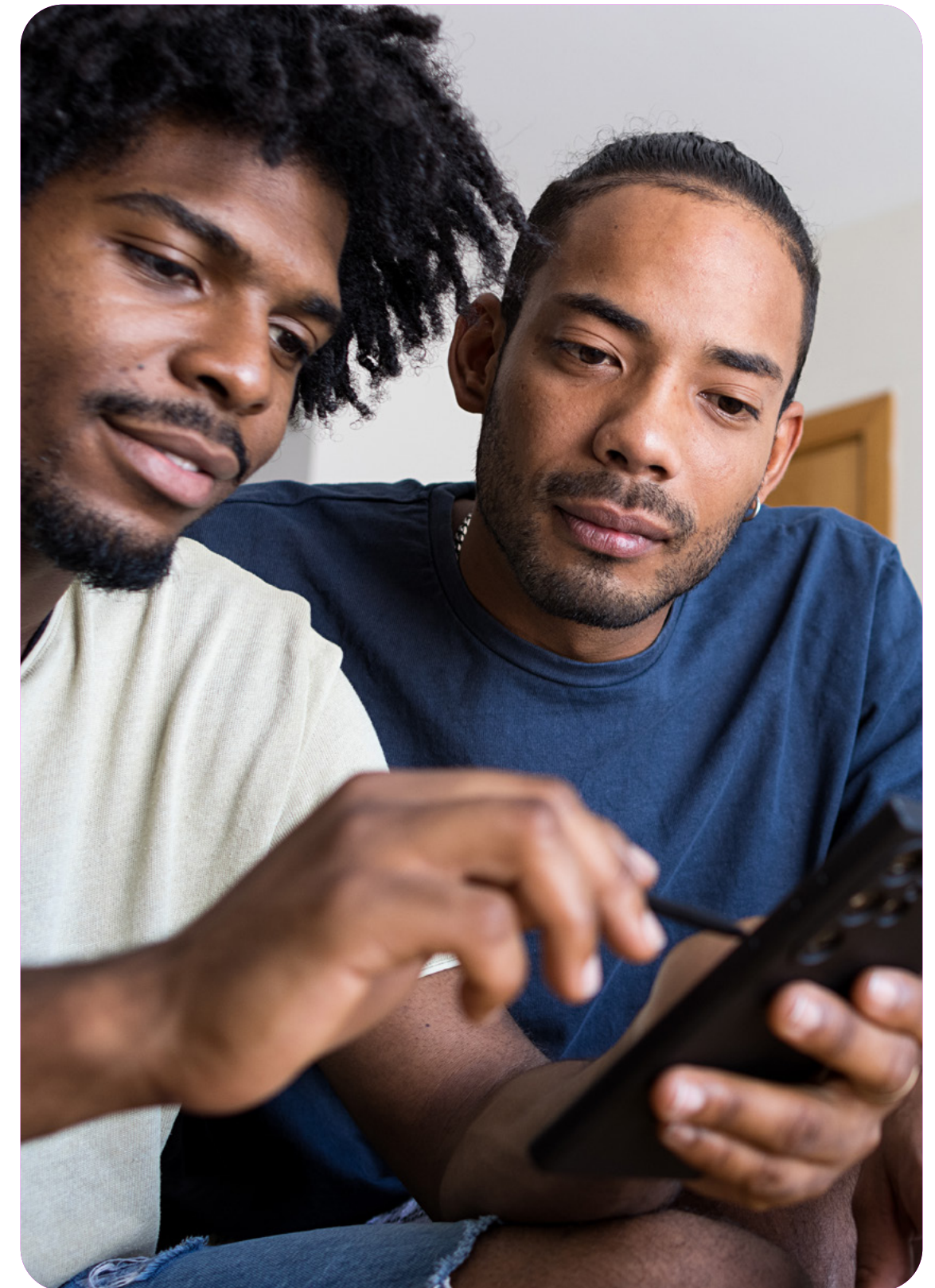
 LATAM	11%
 Argentina	8%
 Brazil	11%
 Chile	11%
 Colombia	9%
 Mexico	11%

 **Utilities**

 LATAM	6%
 Argentina	7%
 Brazil	6%
 Chile	7%
 Colombia	7%
 Mexico	6%

 **Games**

 LATAM	20%
 Argentina	21%
 Brazil	18%
 Chile	20%
 Colombia	20%
 Mexico	20%



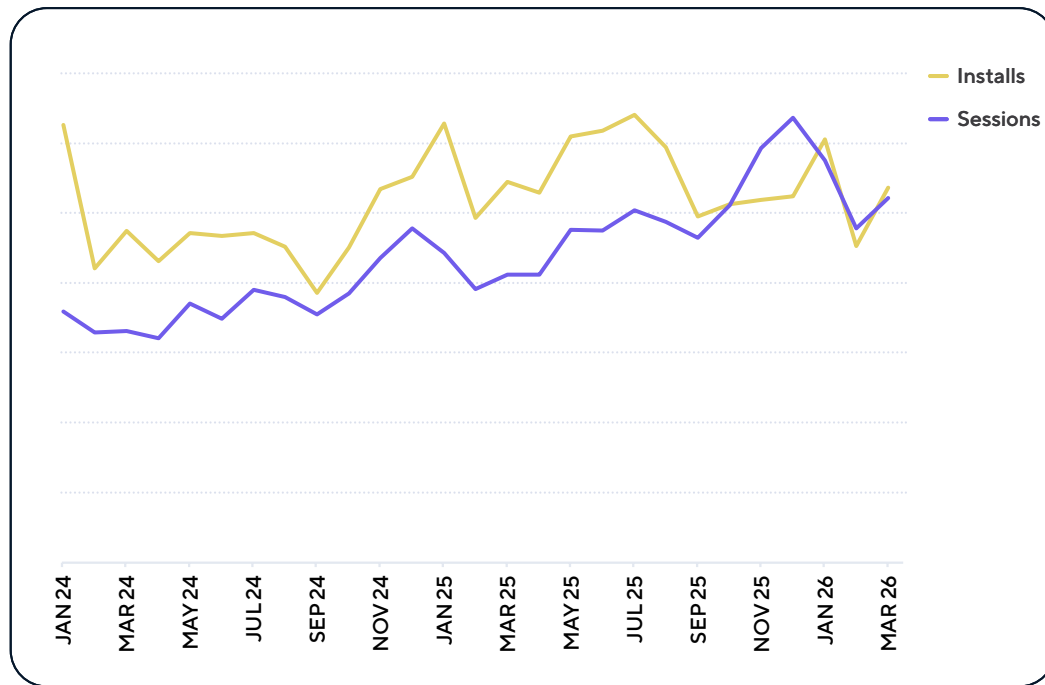
PART 2

# Shopping and e-commerce apps



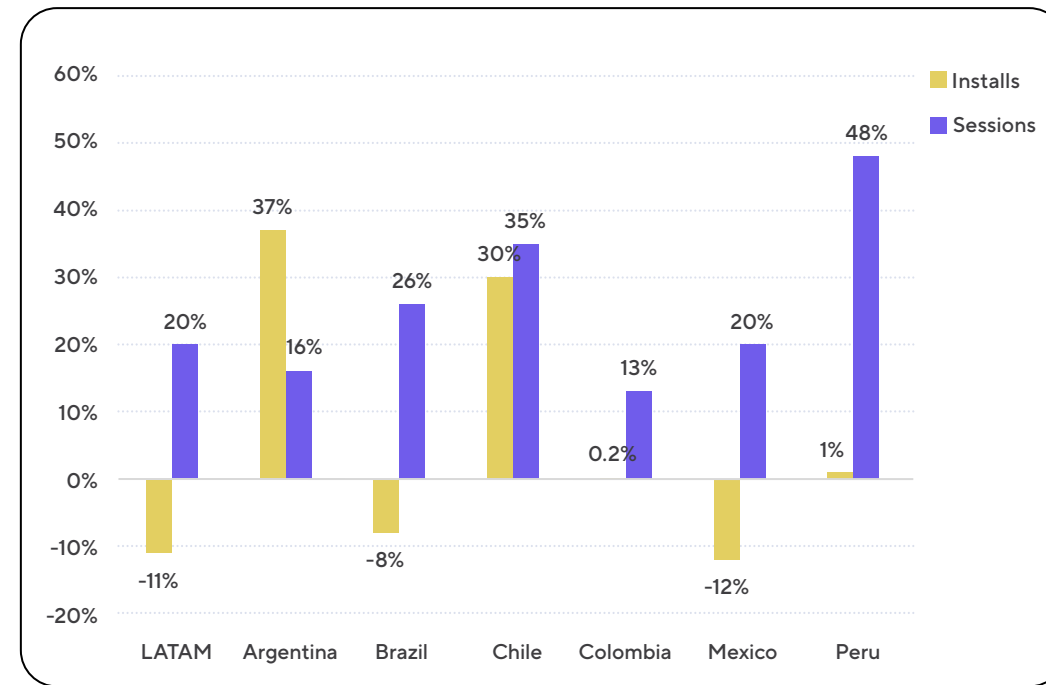
# Installs and sessions

E-commerce app install and session growth January 2024 - March 2026 (LATAM)



In 2025, shopping on mobile continued to increase in LATAM as e-commerce app installs and sessions grew 17% and 30% YoY. Growth strengthened from mid-year, with installs up 15% in July. Engagement peaked during Q4, when major shopping events such as Buen Fin, Black Friday, and the holiday season drove sessions up 23% in November and 32% in December. January 2026 marked another strong month, with installs up 23% and sessions increasing 16% compared to the Q1 average. Sessions also increased 30% YoY.








E-commerce app install and session growth percentages YoY Q1 2026 vs. Q1 2025






Across LATAM, e-commerce app sessions rose 20% YoY in Q1 2026. Session growth was most pronounced in Peru (+48%), followed by Chile (+35%) and Brazil (+26%). Installs also showed strong performance in Argentina and Chile, climbing 37% and 30%.


# Category callouts

Marketplace & classifieds app  
YoY growth Q1 2026 vs. Q1 2025

	Sessions
 LATAM	20%
 Argentina	16%
 Brazil	27%
 Chile	32%
 Colombia	14%
 Mexico	20%
 Peru	24%

Shopping app YoY growth  
Q1 2026 vs. Q1 2025



	Sessions
 Brazil	2%
 Colombia	8%
 Peru	141%
























































	Installs	Sessions
 Chile	47%	103%



# Days of interest for e-commerce app installs and sessions in LATAM

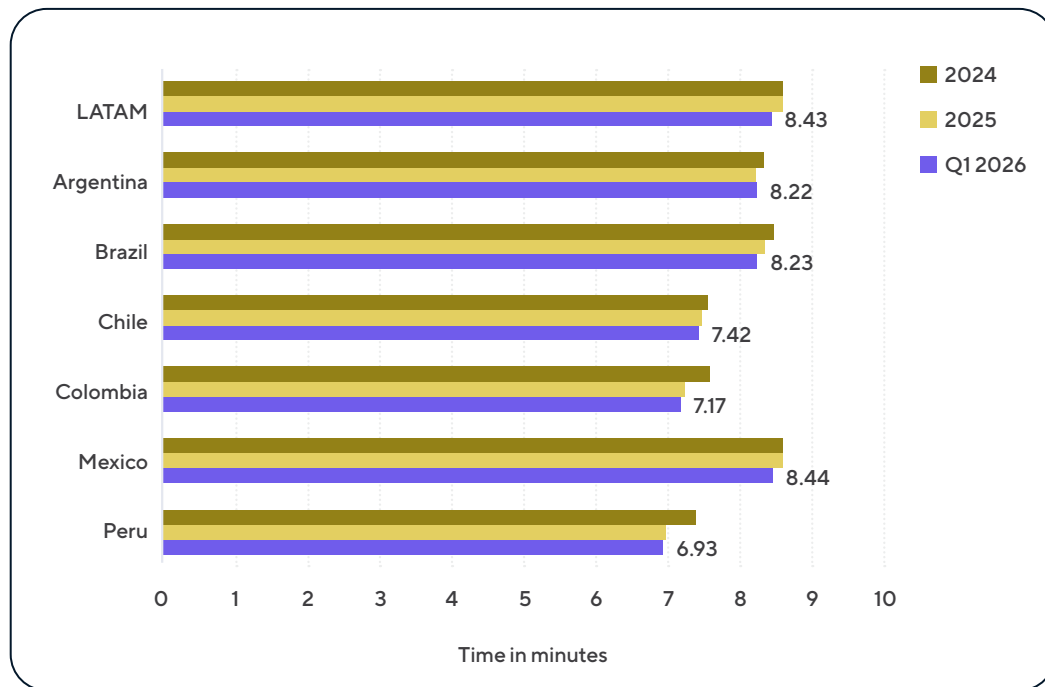
Installs and sessions increases during shopping  
2025 events vs. the corresponding month's average

 Installs
  Sessions

	AMAZON PRIME DAY (JULY 8-11)	CYBER WOW (NOVEMBER 3-6)	SINGLE'S DAY (NOVEMBER 11)	EL BUEN FIN (NOVEMBER 13-17)	BLACK FRIDAY (NOVEMBER 28)	CYBER MONDAY (DECEMBER 1)
 LATAM			 8%	 16%  26%	 21%	 13%
 Argentina	 21%	 13%  31%	 9%  15%	 6%	 19%	 16%  18%
 Brazil	 4%  6%		 14%  21%		 26%  37%	 17%
 Chile		 5%	 10%		 19%  52%	 6%  30%
 Colombia	 2%  5%	 6%	 2%  3%		 23%  54%	 6%  17%
 Mexico			 9%	 20%  26%	 21%	 13%
 Peru		 8%  26%	 8%		 6%  51%	 4%  25%

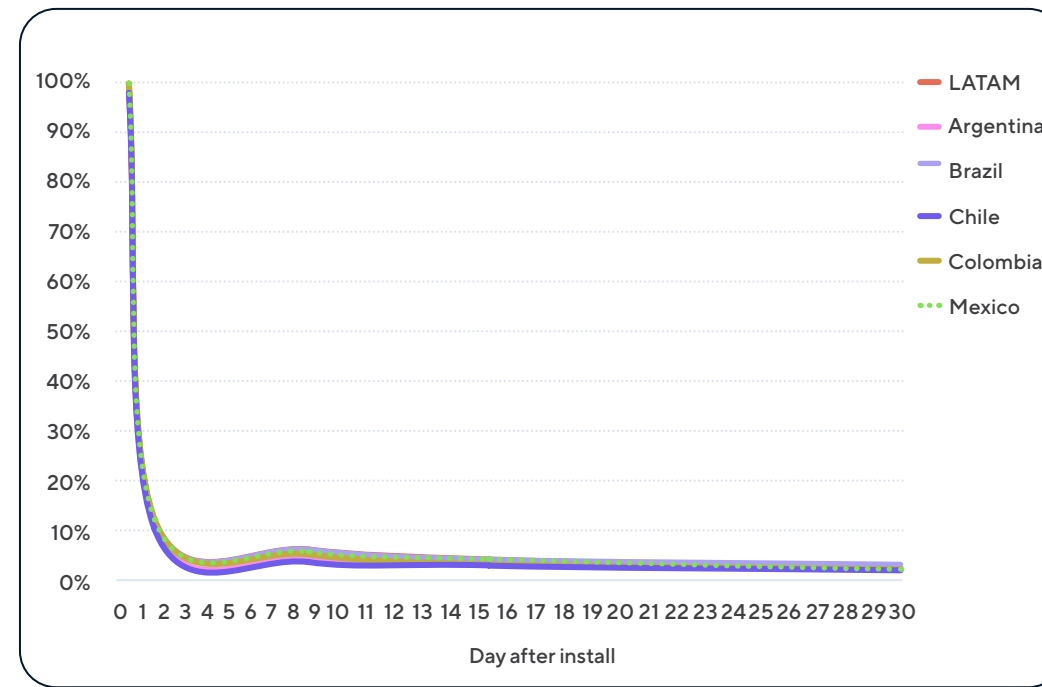
# Session lengths and retention rates

E-commerce app session lengths 2024 - Q1 2026



LATAM’s average session length for e-commerce apps reached 8.43 minutes in Q1 2026, below 2024 and 2025 (both 8.58 minutes). Mexico, Argentina, and Brazil all maintained session lengths above 8 minutes. Argentina saw a slight increase compared to 2025, while Mexico and Brazil saw declines. Session lengths in Chile and Colombia remained above 7 minutes, although both decreased from 2025 to Q1 2026.

E-commerce app retention rates 2025







E-commerce app retention rates show a similar pattern across LATAM markets. In 2025, day 1 retention stood at 12% across the region, with Argentina slightly lower at 11% and Chile at 10%. By day 7, rates converged around 5–6% across most markets, before reaching approximately 3–4% by day 14. On day 30, retention was around 2% across LATAM, with Brazil at 3%.

**IMPORTANT**

Increasing session volumes alongside shorter session lengths can be a positive indicator, suggesting improvements in user experience and faster transactions.



## Category callouts

Deal discovery app session length growth  
Q1 2026 vs. 2025

	Sessions
 Argentina	10%
 Chile	12%
 Colombia	10%
 Peru	12%

Day 1 retention rates 2025

	Shopping
 LATAM	11%
 Argentina	10%
 Brazil	12%
 Chile	10%
 Colombia	12%
 Mexico	11%

	Marketplace & classifieds
 LATAM	20%
 Brazil	20%



## Closing the gap between click and checkout

[LATAM's e-commerce market is growing fast](#), and it's closely linked to [the rise of social commerce](#), since platforms such as Instagram and TikTok have become primary entry points for shopping journeys. In this environment, securing a smooth transition from ad to app comes down to deep linking. Steering users directly to a relevant product or offer reduces friction and shortens the path to purchase, especially during impulse-buying and promotion-heavy periods. Mobile marketers need robust and seamless paths to purchase via deep linking solutions to avoid user drop-off.

Learn more about [TrueLink](#) and additional solutions for [user engagement](#).



PART 3

# Finance apps

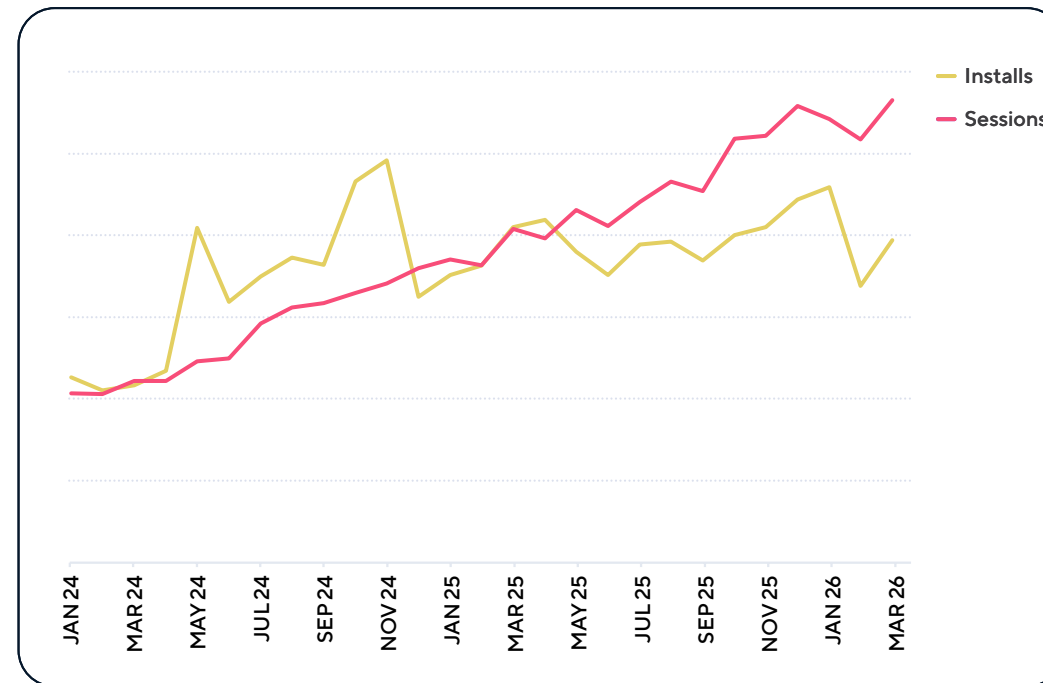


# Installs and sessions

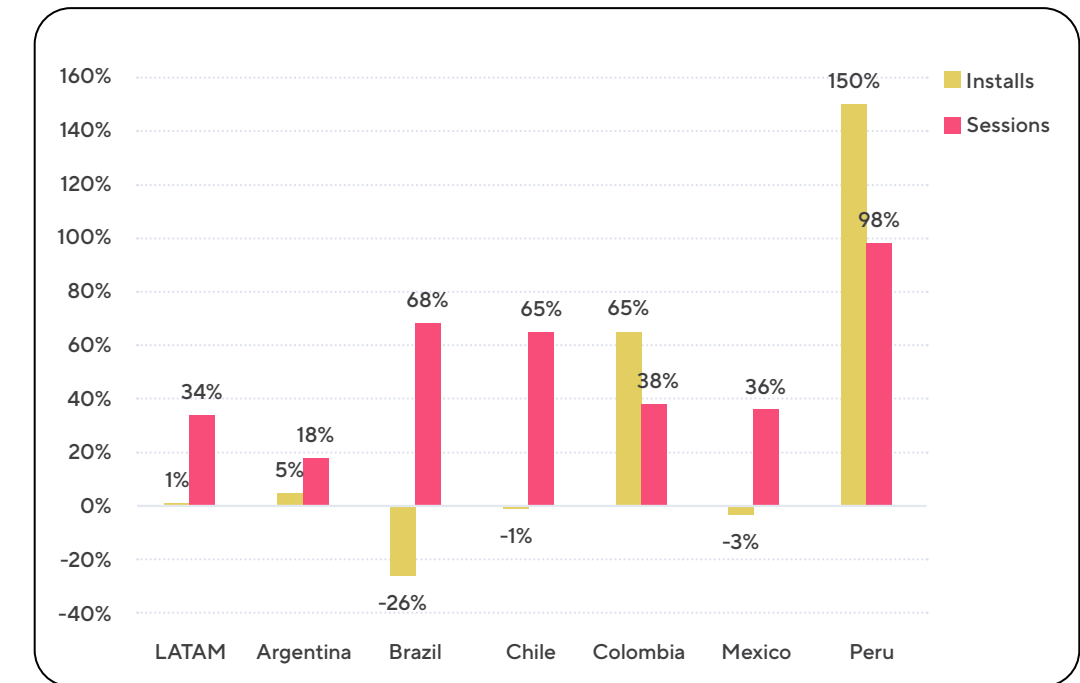
LATAM finance app installs and sessions grew 18% and 62% YoY in 2025. Session activity increased steadily over the year, with the strongest levels in Q4. Compared to the yearly average, sessions rose 17% in October and November, before increasing 26% in December. Install growth, while uneven, improved toward year-end, rising 14% in December. Growth continued in early 2026, with a 31% YoY boost in January 2026.

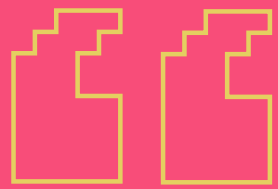
Growth in finance app activity accelerated across LATAM markets in Q1 2026, with Peru seeing the YoY largest gains, as installs and sessions climbed 150% and 98%. Strong increases in session activity were also observed in Brazil (+68%), Chile (+65%), Mexico (+36%) and Argentina (+18%). At the regional level, sessions rose 34% YoY.

Finance app install and session growth January 2024 - March 2026 (LATAM)



Finance app install and session growth percentages YoY Q1 2026 vs. Q1 2025





“In the financial sector, mobile has established itself as the primary point of customer interaction, while the user journey is no longer linear and increasingly spans multiple channels. In this context, sustainable growth depends not only on acquisition, but on the ability to engage and retain users through personalized experiences, contextual communication, and the intelligent use of data. To achieve this, accurate measurement across the entire journey becomes essential—enabling the connection of touchpoints, a deeper understanding of true customer intent, and the maximization of conversions and lifetime value.”



Eduardo Martinelli  
**Head of Marketing**

# Category callouts

## Finance app YoY growth Q1 2026 vs. Q1 2025

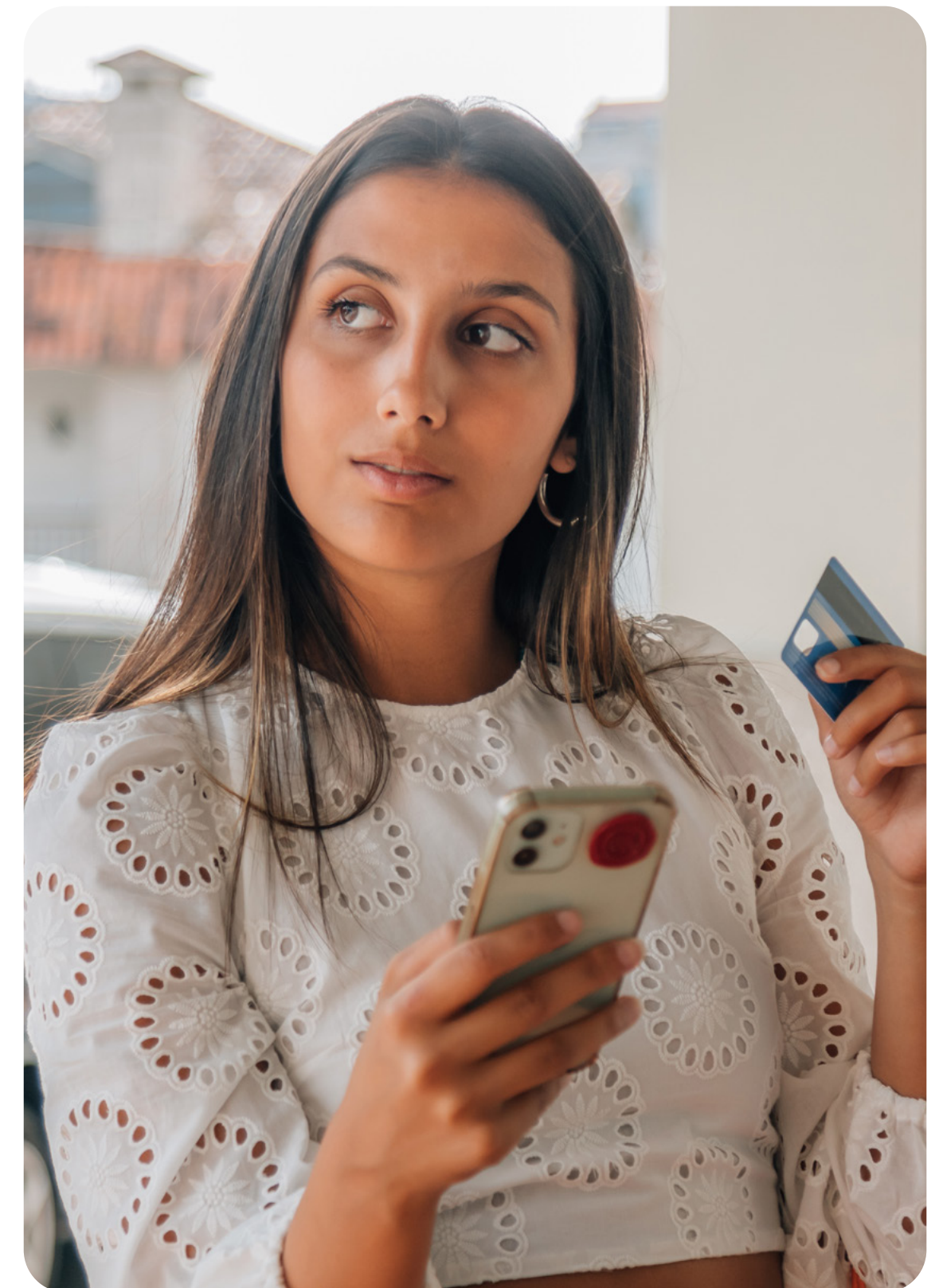
Payment apps	Installs	Sessions
LATAM	9%	44%
Argentina	-	19%
Brazil	-	18%
Chile	-	75%
Mexico	11%	45%
Peru	22%	19%

Stock trading apps	Installs	Sessions
Brazil	-	18%
Colombia	10%	-
Mexico	33%	-

Crypto apps	Sessions
Argentina	26%
Brazil	9%
Colombia	43%
Peru	96%

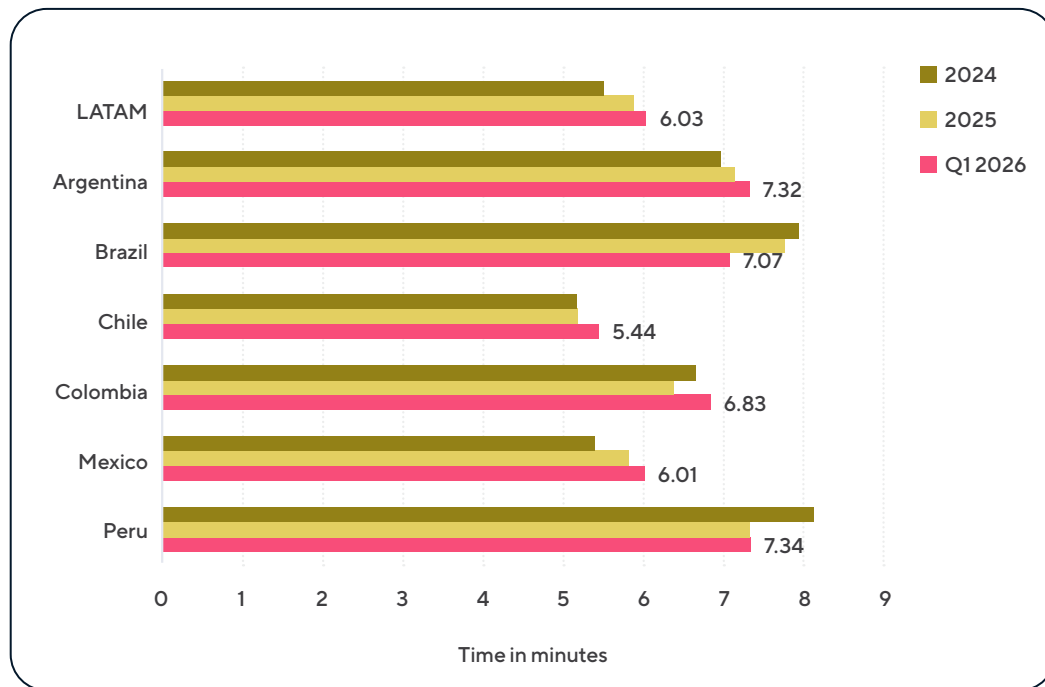
Banking apps	Sessions
LATAM	15%
Mexico	15%

Banking apps	Installs
Peru	7%



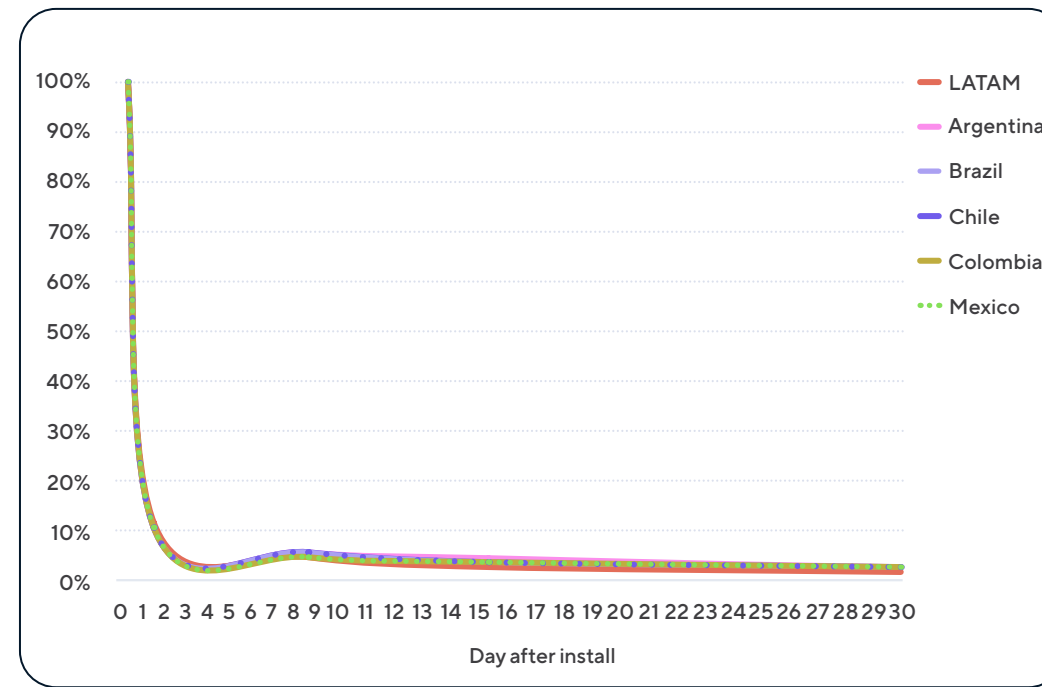
# Session lengths and retention rates

Finance app session lengths 2024 - Q1 2026



Finance app session lengths across LATAM showed a clear upward trend from 2024 through Q1 2026. The average session length in Argentina and Mexico increased to 7.32 minutes and 6.01 minutes, while Colombia reached 6.83 minutes. Brazil was the only country analyzed where session lengths decreased (from 7.93 minutes in 2024 to 7.07 by the first quarter of 2026). Overall, session lengths jumped to 6.03 minutes, up from 5.5 minutes in 2024.

Finance app retention rates 2025



Retention rates for finance apps in LATAM were closely aligned across markets. In 2025, around 11% of users returned on day 1, with Brazil, Colombia, and Mexico at 10%. On day 7, retention held between 4% and 5%, with Argentina, Brazil, and Chile at the higher end of the range. From there, retention gradually declined, between 2% and 4% on day 14, before reaching 1-2% on day 30.

# Category callouts

Payment app session length growth Q1 2026 vs. 2025



Day 1 retention rates 2025

	Banking	Crypto
LATAM	10%	18%
Argentina	13%	20%
Brazil	15%	19%
Colombia	-	15%
Mexico	10% <sup>-</sup>	18%



## ABOUT ADJUST

Adjust, an AppLovin (NASDAQ: APP) company, is trusted by marketers around the world to measure and grow their apps across platforms, from mobile to CTV and beyond. Adjust works with companies at every stage of the app marketing journey, from fast-growing digital brands to brick-and-mortar companies launching their first apps. Adjust's powerful measurement and analytics suite provides visibility, insights and essential tools that drive better results.

Learn more about Adjust at:  
[www.adjust.com](http://www.adjust.com)



This report is based on aggregated and anonymized data from apps tracked by Adjust between January 2024 and March 2026. Results may vary by vertical, region, and business model. Forecasts are based on third-party industry estimates and are subject to change. This report does not constitute financial, legal, or investment advice. All trademarks are the property of their respective owners.